



CO-SPONSORSHIP LETTER OF DETERMINATION

FY 2009-10

Dear Adrian Vassallo,

I am pleased to inform you that Asheville City Council has approved the Asheville Holiday Parade event on the date(s) of November 21, 2009 for co-sponsorship benefits at a maximum amount of \$32,818.00 in City services and fee waivers. Any costs that exceed approved values are the responsibility of event management. City of Asheville co-sponsorship approval is non-transferable and valid only for the specific event as originally proposed. Please see the attached list of all eligible City services and the maximum approved benefits under each category.

So what's our next step?

Congratulations! Now that you have received a determination on the proposal for City of Asheville co-sponsorship, the resulting decision to move forward with the event and take advantage of the benefits outlined above is completely up to you and your organization. This letter serves as budget approval by Asheville City Council and may be used to cover the expense of the above items, up to the maximum amount offered under each category. Should you choose not to proceed with the event, there is nothing further required. The offer for co-sponsorship funding will simply expire once the application deadline for the event has passed.

However, to proceed with the event as proposed, please begin by reviewing the 2009 Outdoor Special Event Guide and complete the applications and documents necessary for City review and approval of the event. A \$25.00 non-refundable application fee must accompany the application paperwork regardless of co-sponsorship status. All fees for items not covered under the co-sponsorship agreement will be invoiced to the organization's event management and payable in advance of the event. Remember, approval of co-sponsorship support is not approval of the event itself. The plans disclosed within the permit applications are subject to review and approval by the individual departments responsible for issuing each permit. As the liaison to City services for special events, an Outdoor Special Event Permit is issued by the Parks, Recreation & Cultural Arts Department only once all underlying permits and approvals have been received by each supporting City department as applicable.

How do we recognize the City of Asheville's co-sponsorship of our event?

Just like any sponsor of an event, the City of Asheville should receive the appropriate level of recognition as per the total value of co-sponsorship benefits offered. As a minimum, sponsorship recognition should include addition of the City logo on printed materials and an offering of two exhibit spaces for the purpose of promoting City programs. Additional benefits such as logo branding on t-shirts, an opportunity for gift bag inserts and verbal acknowledgements from a stage or podium are also excellent methods for sponsor recognition. Simply contact us with our options and we'll gladly provide you with logos, a banner, and/or printed materials as available.

I look forward to working with you as both an event sponsor, and as the liaison to City of Asheville permitting requirements. Should you have any questions or concerns as you prepare your event application paperwork, please do not hesitate to contact me for assistance.

Sincerely,

Jon Fillman
Events Specialist, Permitting – Outdoor Public Spaces

CITY OF ASHEVILLE FY 2009-10 CO-SPONSORSHIP DETAIL

Asheville Holiday Parade

- \$175. Facility Use Fees: (\$30.00 minimum fee – based on area reserved)**
Includes the amount estimated to cover rental costs of outdoor park space, athletic fields and/or picnic shelters for the event as proposed. The Facility Use Fee includes use of park restrooms, exterior access to park electricity and water supply – availability varies by location.
- \$125. Building Permit Fee: (\$75.00 - \$125.00)**
Includes the amount estimated to cover permit fees for structural additions at the event as proposed.
- \$0 Electrical Permit Fee: (\$75.00 - \$125.00)**
Includes the amount estimated to cover permit fees for electrical additions at the event as proposed.
- \$25. Zoning Permit Fee: (\$25.00)**
Includes the amount estimated to cover permit fees for zoning approval at the event as proposed.
- \$75. Fire Permit Fee: (\$75.00)**
Includes the amount estimated to cover permit fees for Asheville Fire Department's review of plans whenever building, electrical and/or zoning permits are issued.
- \$17. Technology Service Fee: (+4% based on total of building, electrical, zoning and fire permit fees)**
Includes the amount estimated to cover a 4% service fee whenever building, electrical, fire and/or zoning permits are issued.
- \$200. Weekend Inspection Fee: (\$75.00 minimum fee based on scale of event)**
Includes the amount approved to cover on-site event inspection of elements contained within a building, electrical and/or zoning permit whenever necessary outside of normal operating hours.
- \$100. Traffic-Engineering Permit Fee: (\$25.00 minimum fee based on a complete traffic control plan)**
Includes the basic permit fee for a Temporary Street/Lane/Parking/Sidewalk Closure Permit Application.
- \$1125. Parking Meter Closure: (\$15.00 per metered space/per day)**
Includes the amount approved to cover fees for temporary closure of metered parking spaces as typically required whenever street closures occur within an area containing active parking meters.
- \$2500. Traffic Control Devices: (\$25.00 per barricade/per day; \$5.00 per traffic cone/per day)**
Includes the amount approved to cover rental of barricades and traffic cones most commonly needed for street and sidewalk closures. Barricades are calculated at one barricade per lane of traffic. Traffic cone spacing is calculated at a one-foot separation per mile-per-hour speed limit. (Ex. 45 MPH = 45' per cone)
- \$27,676. Asheville Police Dept. Officer Support: (\$30.00 per hour/per officer – four hour minimum shift)**
Includes the amount approved to cover Asheville Police Department support most commonly needed for street closures, rolling closures, traffic control, security and during periods where alcohol is present.
- \$800. Sanitation Services: (waste barrel delivery and waste collection costs - based on scale of event)**
Includes the amount approved to cover pre-event delivery of waste barrels and post-event waste collection of compostable and landfill materials. This service is not available for a fee and only offered by the City of Asheville when approved as part of a co-sponsorship agreement. Disposal of grease, oil, grey water, tar paper, carpeting and other specific items are the sole responsibility of event management.
- \$0 Water Hydrant Meter Installation Services: (calculated at \$100.00 per water hydrant)**
Includes the amount approved to cover installation of water hydrant meter(s) within the event site for the most common purpose of creating a water supply point for food & beverage vendors when access is not otherwise available. This service is not available for a fee and only offered by the City of Asheville when approved as part of a City co-sponsorship agreement.